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## **ORLANDO DESIGN FIRM RETAINED TO TRANSFORM COMFORT INN NAPLES TO BOUTIQUE LUXURY HOTEL**

NAPLES, FL, AUGUST 1, 2005: Youngquist Brothers Inc. has retained The Carroll Adams Group, Inc. ([www.carrolladams.com](http://www.carrolladams.com)) for interior design consultation and FF&E purchasing in the conversion of the Comfort Inn & Marina in Naples to an independent boutique hotel. All 97 guestrooms and public spaces will be completely renovated to reflect the owners' vision of "urban chic fused with sophisticated Caribbean style." Trista Youngquist, Director of Operations at The Comfort Inn & Marina, says, "We have one of the very best locations in Naples, overlooking the marina and next door to the best shopping and retail district. We want to create an environment that caters to the emerging market in Southwest Florida looking for "lifestyle" boutique accommodations with a casual elegance. The Carroll Adams Group will help us realize this vision."

When completed in January 2006, the new Bayfront Inn on Fifth Avenue will capture the charm of 'Old World Naples' with an elegant and sophisticated island style. Ted Carroll, president of The Carroll Adams Group thinks the market is ready. "Naples is gaining notice as the Southwest Florida alternative to Miami for the select traveler and this is the property that can bridge the gap, especially in such a picturesque location. From a project management perspective, our turnkey service (design and purchasing) will work very well for our client in keeping the project on time and on budget. Rather than marking up furniture, we direct our discounts back to our clients, hereby ensuring they get higher quality of furniture dollar for dollar." The new hotel will also feature a renovated restaurant and bar overlooking the marina.

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**About The Carroll Adams Group, Inc.:**

The Carroll Adams Group Inc, based in Orlando Florida, is an interior contracting firm focused on the hospitality industry. The firm offers its design and purchasing services (FF&E and OS&E) to mid-scale, upscale, and luxury hotels and timeshares. Formed in 2001, The Carroll Adams Group has completed projects across the U.S. and the Caribbean including properties for brands of Starwood and Marriott as well as many independent showcase properties. The Carroll Adams Group has been ranked in the *Hotel Business* rankings of “Top Purchasing Companies” for the last two years, as well as in the *Orlando Business Journal's* “Top Interior Design Firms”. For more information, visit [www.carrolladams.com](http://www.carrolladams.com).

**About Youngquist Brothers Inc.:**

Youngquist Brothers Inc., of Naples Florida became general partners with the Comfort Inn and Marina in 1991, assumed operations in 1995, and acquired the property fully in 1998. In addition to hotel development, the company is a world leader in Deep Injection Well technology since it's founding in 1971, as well as developing industrial rental properties and residential community construction in the U.S and Spain. For more information, visit [www.youngquistbrothers.com](http://www.youngquistbrothers.com)

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